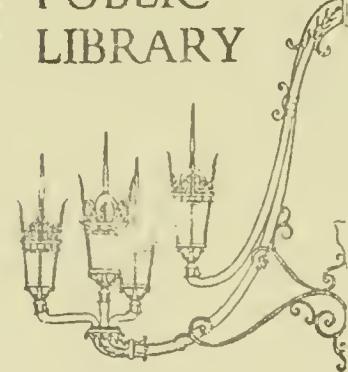


GOVDOC  
BRA  
906

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BOSTON  
PUBLIC  
LIBRARY



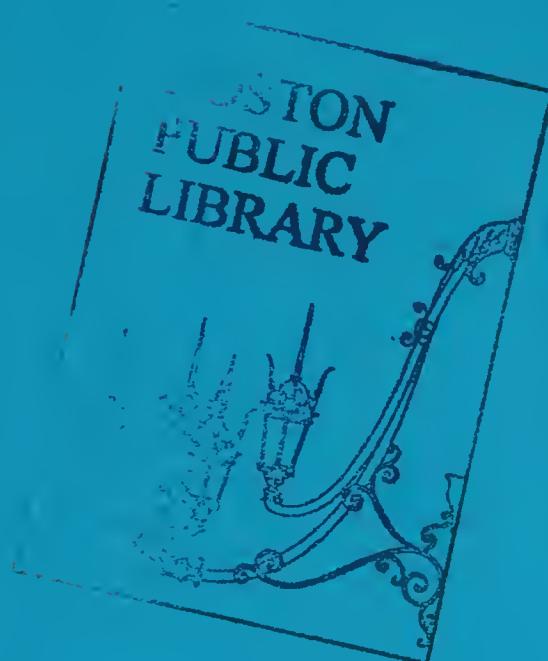




906  
BRA  
906  
~~104~~

91-91-164

Harborwalk Signage System  
DeFrancis Studio



WATERFRONT  
D316  
1989



**Harborwalk Signage System  
DeFrancis Studio**

DeFrancis Studio, Inc.  
529 Main Street  
Charlestown , MA 02129

617 242 9900



## Contents

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OTHER ITEMS AT END OF VOL.



# **Letters of Interest**



DeFrancis Studio

Letter of Interest

28 December 1988

Boston Redevelopment Authority  
Harbor Planning and Development Office  
One First Avenue  
Charlestown Navy Yard  
Boston MA 02129

Re: Harborwalk Signage Program / Phase I

Dear Harborwalk Committee:

DeFrancis Studio, Inc. is enthusiastic about the potentials that Harborwalk brings to the City of Boston. Using design to convey a sense of history, of the emotional and physical structure of the City and its relationship to the water make this one of the most important installations for our community, complementing and humanizing the tremendous growth that has taken place in Boston over the last twenty years.

The documents that follow demonstrate our keen interest in being selected as the design studio and project directors for the forthcoming signage project. The collaborative team of DeFrancis Studio, Joseph A. Wetzel Associates, and Gillen & Gray presents a depth of experience and talent that has proven itself for many clients. In particular, the collaboration of this firm with that of Wetzel Associates has provided innovative design solutions on several projects over the past two years.

Harborwalk is a natural project for DeFrancis Studio. Throughout the life span of this firm and my own career, I continue to select projects that focus on the relationship of the individual to a larger community. My staff and colleagues share the belief that these convictions, coupled with our proven ability in research, design, and production present us as the ideal selection for your exciting endeavor.

Sincerely,

  
Lisa DeFrancis  
President



**Joseph A. Wetzel  
Associates**

**Letter of Interest**

December 28, 1988

DeFrancis Studios  
529 Main Street  
Charlestown, MA 02129

Re: Harborwalk Signage Program

Dear Ms. DeFrancis:

Joseph A. Wetzel Associates is pleased to join the DeFrancis Studio/Gillen and Gray design team in this submission of qualifications for the creation of a signage system for Harborwalk.

We bring to this team more than 20 years experience in interpretive design. Our firm will contribute to the overall concept for the project. We will also provide all the necessary research. We will be responsible for aesthetic and substantive continuity and consistency.

Harborwalk will benefit from our familiarity with shoreline public walkways in other cities. We look forward to the opportunity of developing a special program for the City of Boston.

Sincerely,

JOSEPH A. WETZEL ASSOCIATES, INC.

Betsy M. Hart  
Marketing Director



December 29, 1988

**Letter of Interest**

Ms. Lisa DeFrancis  
DeFrancis Studio  
529 Main Street  
Charlestown, MA 02129

Re: Boston Redevelopment Authority  
Harborwalk Phase I Signage System

Dear Ms. DeFrancis:

Thank you for asking me to serve as landscape architectural consultant on your proposal for the Harborwalk Signage System. I am registered in Massachusetts as both an architect and landscape architect and have experience in community master-planning. For example, I recently completed a master-planning study for the five million dollar Heritage State Park in Turner's Falls which is intended to revitalize the failing economy of an historic mill and fishing village.

Our firm has had offices in Boston for 75 years and we are always especially pleased to work within the City.

Sincerely,

Dennis J. Gray  
Vice President



## Relevant Past Experience



## **DeFrancis Studio**

### **Relevant Past Experience**

**London Docklands Development Corporation  
London, England**

Design for Phase I of this re-development project initiated and supported by The British Government and The City of London. Phase I design included logos, brochures, maps, exhibits and signage. (with Pentagram Design, London)

**Musee d'Orsay  
Paris, France**

Finalist in international design competition. Developed proposal for graphic identity and multi-lingual signage systems for this museum. (with Pentagram Design, London)

**IBM, European Headquarters  
Paris, France**

Developed internal signage systems for these two high-rise buildings serving this multi-national firm (with Pentagram Design)

**Society for the Preservation of New England Antiquities  
Boston, Massachusetts**

Developed new external signage for all 28 house museums and 14 other properties owned and operated by SPNEA.

**Massachusetts College of Art  
Boston, Massachusetts**

Designed two major exhibitions for the college (Unforgettable Fire, 1985 and Surviving visions, 1988). Designed and produced posters, catalogues, signage and exhibitions. TheStudio continues to serve as design consultants for the Exhibition Program at the College.

**The Children's Museum  
Boston, Massachusetts**

Developed a new logo and graphic identity for this museum, as well as an interactive signage proposal for Museum Wharf and South Station.



**The Boston Globe Tour  
Boston, Massachusetts**

Working in association with Joseph A. Wetzel Associates, De-Francis Studio planned and designed three dimensional wall signage and exhibition panels incorporating typography, illustration, and photography to complement guided tours throughout the Boston Globe headquarters and plant.

**DECworld "87  
Boston, Massachusetts**

Designed exhibitions and signage for the Travel Services and Health Care industry application areas. Work also include researching photographs, planning floor space siting signage and overseeing fabrication and installation of the exhibits.



## **Joseph A. Wetzel Associates**

### **"A Short Walk With History" Historic Baltimore, Maryland**

This walkway tour links several cultural and historical points of interest, including City Hall and the Betsy Ross House.

## **Relevant Past Experience**

### **Ironworld, USA Chisholm, Minnesota**

A combination history walk and train ride brings visitors to the location of a former mining town which they can explore on foot.

### **Riverwalk Mississippi River Museum, Memphis, Tennessee**

A one-quarter mile long scale model of the Mississippi River at Mud Island, an historic themed destination, portrays all the major river cities in bronze inlay in pavement.

### **Baltimore Shipyard Baltimore, Maryland**

The master plan for piers 5 and 6 of the Inner Harbor in Baltimore focuses the visitor experience on the role of wooden ships in the history of the City.

### **North Carolina Zoo Asheboro, North Carolina**

Currently in progress is the design of a network of interpretive nature trails.



# Gillen & Gray

## Relevant Past Experience

Gillen & Gray, Inc. has a staff of 11 with offices in Boston and Amherst, Massachusetts. The firm provides architectural, landscape architectural, planning and interior design services for a variety of public and private commissions. We have completed a number of large community master-planning projects involving the type of site planning required for the Boston Harborwalk.

### **Heritage State Park Turners Falls, Massachusetts**

Master planning for a new state park in the historic mill town of Turner's Falls, Massachusetts. The study includes the renovation of two mill buildings to provide a new visitor's center and community exhibit hall with accessible entrances and restrooms. New work includes planning and design for a restaurant and boathouse, parking areas and landscaping throughout the park.

### **Moore State Park Pittsfield, Massachusetts**

Planning study for the refurbishing of historic buildings at Moore State Park, including renovations to a 19th century sawmill and blacksmith shop. Study also explores pedestrian and vehicular traffic through the park.

### **Skinner State Park Holyoke, Massachusetts**

Study for renovations to Summit House museum and funicular railway. Includes investigation of vehicular and pedestrian traffic through the park.

### **Belchertown Housing Plans Belchertown, Massachusetts**

Three alternative site plans for a 70-acre parcel in Belchertown. Plans were used to show how homes could be sited if land were developed as a conventional subdivision or as a clustered development with open spaces.

### **Town of Gloucester, Facade Study, Waterfront Park Gloucester, Massachusetts**

Study for storefront restoration and creation of a waterfront park.



## Project Team



## **Project Team**

### **DeFrancis Studio, Inc.**

Lisa DeFrancis, Project Director, responsible for overall graphic design and production.

Greg Galvan, Project Designer, responsible for refining graphic design and providing mechanicals and drawings for fabricators.

### **Joseph A. Wetzel Associates**

Joseph A. Wetzel, Principal-in-Charge, responsible for overall concept development.

Ellen Starr, Project Researcher, responsible for all historical and geographical research and author of all signage copy.

George Bird, Project Designer, responsible for refining overall design and providing detailed drawings for use and development by graphic designer.

### **Gillen and Gray Associates, Inc.**

Dennis T. Gray, Project Architect/Landscape Architect, responsible for providing necessary site information and all construction documents.



## **Working Within a Team**

Working within a team is the way that DeFrancis Studio responds to the complexities of the planning and design process. We organize a project team which is then given direction and leadership by Lisa DeFrancis, President and Design Director of the firm. She is responsible for the day-to-day coordination and management of the project and for the ongoing client relationship. The project designers take the lead role in the visualization of the design concept. The project researcher provides the necessary research and interpretive perspective so that the design conveys the agreed-upon message. Based on the requirements of the job, the team is filled out by other members of the staff, and augmented by technicians and subject specialists.

The project team forms a partnership with client representatives to create the overall design team whose activities include the following: regular on-site visits, frequent telephone contact, and careful summaries of agreed-upon decisions and tasks. A lively and continuing exchange of ideas which begins in the planning session is the primary means of establishing a spirit of give-and-take and a consensus within the team.

Within the project team, the responsibility of our staff is to provide both design direction and individual expertise. Although we do not insist that the work proceed in a particular way, we may express our interests and concerns as they relate to the overall progress of the project.



## **DeFrancis Studio**

### **Background of the Firm**

DeFrancis Studio, Inc., founded and directed by Lisa DeFrancis has carefully built its client list over these past five years, to reflect an interest in public, community , and educationally oriented projects. Logos for The Children's Museum and Houghton-Mifflin Publishers, signage, books and annual reports for the The Society for the Preservation of New England Antiquities, exhibition design, catalogues and posters for The Massachusetts College of Art, books and posters for the PBS television series "Eyes on the Prize", are examples of the studio's ability to successfully convey the clients message to a general audience. The studio annually wins recognition and awards from The AIGA, The American Federation of Arts, The Art Directors Club, The American Museum Association and other organizations.

The studio continues to be involved in corporate work, priding itself on the production of annual reports, brochures, newspapers and trade exhibitions. Clients in this category range from newly started entrepreneurships to the Digital Equiptment Corporation. The studio's approach to these problems involves working closely with a client to learn the goals and priorities of the business. These are goals that may reach beyond the utility of a single brochure or exhibition, but that allow for an infusion and consistency of spirit into the design of an individual project.



# **Joseph A. Wetzel Associates**

## **Background of the Firm**

Wetzel Associates Inc. is a national planning and design firm located in Boston, specializing in consultation, planning, and design for museums, visitor centers, educational/cultural facilities, aquaria, zoos, and science centers. We have been a leader in the museum field for over 20 years and have completed projects across the United States and abroad.

We offer direction during the early planning stages of a project, working closely with the client and, in cases involving new construction or adaptation of a pre-existing site, with the architect during all stages of planning and design. Our scope of services includes strategic and master planning, conceptual and thematic development, feasibility studies, design, production of construction documents, and management of exhibit fabrication and installation.

Our clients range from private institutions to government agencies, and from developers to corporations. Committed to a collaborative design process, our staff is organized into project teams to provide clients with outstanding professionals and specialists from each discipline required to bring a project from conceptual development to opening day. The direct involvement of the client throughout this process, and our dedication to provide the highest quality product, generate design solutions within the context of development programs, project goals, and budgets.

We are proud of the quality of our design and the effective learning experiences our exhibits generate, but we are also committed to measurable popular and financial success in our projects. At the California Museum of Science and Industry, the new Aerospace Museum, for which we provided complete planning and design services, attracted 5.2 million visitors in the first twelve months, and our redesign of the Hall of Health attracted 2.5 million during the same period. At the Great Plains Zoo in Sioux Falls, both attendance and annual revenue have doubled since we developed and implemented the first of six phases of the master plan. The Maritime Center at Norwalk received the proceeds of a \$27.5 million municipal bond issue as a result of our feasibility study, master plan, and design.



## **Gillen & Gray, Inc. Architects**

### **A Background of the Firm**

The Architectural firm of Gillen & Gray, Inc. is the result of the merger of two Massachusetts architectural firms: The John M. Gray Co. of Boston and the Gillen Partnership, Inc. of Amherst.

Gillen & Gray provides architectural and planning services for offices, churches, historic preservation properties, single and multiple family housing, and educational facilities.

Established in 1913, early projects of the John M. Gray, Co. include the Salem District Courthouse complex, the "L" Street Bathouse, and Boston's first publicly-funded housing project. The practice has since been involved in design for schools, colleges, churches, parish centers, parks and office buildings. Current clients include the Archdiocese of Boston, New England Telephone and the City of Boston.

The Gillen Partnership was established in 1977 and merged with the John M. Gray Co. in 1988. Architects William V. Gillen, AIA, NCARB and Dennis J. Gray, AIA, ASLA remain as officers.

The list of current projects designed by the Amherst branch of Gillen & Gray includes major renovations at Mount Holyoke College; the conversion of fraternity buildings into co-ed dormitories at Amherst College; the new Hardwick Elementary School in Gilbertville, Ma and the new Guilford School addition in Guilford, VT.

Gillen & Gray, Inc. has offices at 186 South Street in Boston and at 26 South Prospect Street in Amherst.



## **Key Personnel**



## **DeFrancis Studio**

Lisa DeFrancis, Principal-in-Charge

Greg Galvan, Project Designer

## **Key Personnel**

### **LISA DE FRANCIS, President**

Lisa DeFrancis founded DeFrancis Studio in 1983. The studio under her direction has concentrated on servicing clients involved with public, community, educational as well as marketing interests. While DeFrancis remains as the sole principal in the firm and chief designer on a majority of the projects, she has built the studio on the needs and benefits of collaboration. Recognizing the roles of the illustrator, architect, product designer and copy writer, she continues to involve these and others throughout a particular project, sometimes as staff of the studio and other times as part of a design team.

DeFrancis' outlook has grown directly out of more than fifteen years experience in the field. As senior designer for Pentagram Design, London she had the opportunity to work with an array of internation clients: a MiddleEastBank, a British publisher, a French art museum, a British shoe manufacturer and even a wilderness camp in Scotland. These projects ranged from printed literature , retail and exhibition design, to signage and environmental design, all demanding a high degree of collaborative dependence on the expertise of individual specialists.

Lisa DeFrancis graduated from the Rhode Island School of Design. After working as a designer for several years, she continued her studies at the London College of Printing and the Central School of Art and Design in Great Britain.

### **GREG GALVAN, Project Designer**

Greg Galvan has an A.B.Degree in Architecture from the University of California, Berkeley and has also studied at the California College of Arts and Crafts in Oakland and the Art Academy in San Francisco. Galvan's recent projects include the SPNEA Annual Report w987, which features the Gropius House in Lincoln, MA. Galvan also served as designer for the Travel and Health Care Industry areas of DECworld '87, and the Boston Globe Tour .



# **Joseph A. Wetzel Associates**

## **Key Personnel**

Joseph A. Wetzel, Principal-in-Charge

Ellen Starr, Project Researcher

George Bird, Project Designer

### **JOSEPH A. WETZEL, President**

Joseph Wetzel is a nationally recognized leader in museum planning, development, and design, with more than twenty years experience in the field, fifteen of them as president of Joseph A. Wetzel Associates. He has designed projects throughout the United States and abroad, and has been instrumental in the successful design of science centers, museums, exhibition centers, aquariums, and zoos.

Prior to establishing Wetzel Associates, he co-founded Dimensional Communications, Inc., a New York design and production firm specializing in corporate exhibition. Motivated by a desire to create exhibitions and facilities that were both exciting and educational, he founded Wetzel Associates in 1971 as one of the first design firms dedicated exclusively to museum design services.

Wetzel is a frequent speaker on design issues and has appeared around the country to discuss specific projects. His projects have won awards from the Industrial Design Society, and two films received Gold Medals from the New York and Los Angeles Film Festivals in 1984 and 1985. "Health for Life," Wetzel's exhibit program at the California Museum of Science and Industry, received a 1985 Presidential Citation for its educational value to the community.

### **ELLEN STARR, Researcher**

Ellen Starr is responsible for all research efforts, including supervision of consultants at Wetzel Associates. Most recently she has been responsible for the development and implementation of exhibit content, including refinement of exhibit themes and subthemes, graphic research, and coordination of outside specialists for the Maritime Center at Norwalk. Her substantial experience researching and developing interpretive exhibits for aquariums has enabled her to successfully organize the visitor experience for both the Florida State Aquarium and the Texas State Aquarium in Corpus Christi.

Prior to joining Wetzel Associates, Starr worked at Cambridge Seven Associates supervising the transition from the research and curatorial phases to exhibit fabrication and installation for such



large-scale projects as the Basketball Hall of Fame in Springfield, Massachusetts. Her research capabilities extend from historical preservation to interior design for hotels and commercial office space.

### **GEORGE BIRD, Designer**

George Bird has a B.S. degree in industrial design from the Philadelphia College of Art, and also studied at the Art Center College of Design. Bird's recent accomplishments include two health exhibits for the California Museum of Science and Industry: the first tackles issues on substance abuse entitled "Lifestyle Choices," and the second exhibit is on AIDS, entitled "Cell Wars." Bird served as a designer for the new interpretive tour program for The Boston Globe, which chronicles and explains the production of a daily newspaper. In addition, Bird has designed an award-winning holographic camera.



## Gillen & Gray

Dennis J. Gray, Project Architect AIA, ASLA  
Massachusetts Architectural Registration #5185  
Massachusetts Landscape Architectural Registration #646

## Key Personnel

Dennis J. Gray has over 20 years experience in the practice of architecture. He has been project architect on projects ranging from renovation of historic buildings, design of churches and parish community centers, office buildings, telecommunications facilities and government buildings. Within Gillen & Gray, Mr. Gray is the principal primarily responsible for the Boston office.

Dennis Gray holds a Bachelor of Environmental Design, University of Massachusetts and a Master of Landscape Architecture, University of Massachusetts as well as post-graduate work studies at the Boston Architectural Center.



## Ability to Complete Services



## **Working Within a Budget**

We are proud of our ability to work within budgets. Our design solutions have never required additional funds beyond the specified and agreed-upon amounts. Years of design experience cause us to be knowledgeable about costs and the level of effort necessary to meet project requirements. We review project costs and report them to the client at the completion of each planning and design phase.

## **Working Within a Schedule**

DeFrancis Studio completes projects on time. We approach project tasks in a careful and organized manner. We are accustomed to adhering to a schedule, and to working with clients to set realistic agendas. This structure allows us determine the desired products for each phase of the process, to agree on the goals and purposes of the work sessions, and to ensure the successful completion of the project.

## **Experience With Public Agencies**

Much of the work of DeFrancis Studio, both singly and in collaboration with others, has involved public agencies, or non-profits with public agency umbrellas. The project team includes twenty years of experience involving public spaces and therefore numerous public agencies.



## References



## DeFrancis Studio

Kenneth Brecher  
Director  
The Children's Museum  
300 Congress Street  
Boston, Massachusetts 02210  
617 426 6500

## References

Nancy Curtis  
Public Relations Officer  
Society for the Preservation  
of New England Antiquities  
141 Cambridge Street  
Boston, Massachusetts 02114  
617 227 3956

Janet Kagan  
Former Vice President,  
Joseph A. Wetzel Associates  
219 Bradley Street  
New Haven, Connecticut 06510  
203 787 4999

Jeffrey Kcough  
Director of Exhibitions  
Massachusetts College of Art  
Boston, Massachusetts  
617 232 1555 ext 550

John McConnell  
Partner  
Pentagram Design  
11 Needham Road  
London W11 2RP  
01 229 3477



**Joseph A. Wetzel  
Associates**

Robert Fry  
Director  
North Carolina Zoological Park  
(919) 879-5606

## References

Jeff Middlebrooks  
Director of Research and Planning  
Charles Center-Inner Harbor Management, Inc.  
(301) 837-0862

Robert T. Scott  
Former Director, Ironworld, USA  
Current Director of Regional Tourism  
Chisholm, Minnesota  
(218) 254-4540

Nancy Brennan  
Director  
City Life Museum  
Baltimore, Maryland  
(301) 396-3



## Gillen & Gray

## References

Gary James  
Project Manager  
Heritage State Park  
Montague EDIC  
413 863 8529

Joseph Flately  
Admin., Pittsfield Facade Study  
E.O.C.D  
100 Cambridge Street  
Boston MA

Alison Joseph  
Project Manager  
D.C.P.O., Office of Programming  
617 727 4771

William Luster  
Salem Planning Department  
508 744 3444

Dennis Gjerdingen  
President  
Clarke School for the Deaf  
Northampton MA  
413 584 3450



Forms  
254  
255



DeFrancis Studio, Inc.  
529 Main Street  
Charlestown, MA 02129

Architect Engineers  
and Related Services  
Questionnaire

Established:	1983	28 December 1988
Incorporated:	1988	28 December 1988
4. Specify type of ownership and check below, if applicable		
Corporation		
<input checked="" type="checkbox"/> A. Small Business <input type="checkbox"/> B. Small Disadvantaged Business <input type="checkbox"/> C. Woman-owned Business		

5 Name of Parent Company, if any: \_\_\_\_\_

1a. Submittal is for  Parent Company  Branch or Subsidiary Office

5a. Former Parent Company Name(s), if any, and Year(s) Established:

6. Names of not more than Two Principals to Contact: Title / Telephone

- 1) Lisa DeFrancis, President 617 242 9900
- 2) \_\_\_\_\_

7. Present Offices: City / State / Telephone / No. Personnel Each Office

529 Main Street  
Boston Massachusetts 02129  
tel. 617 242 9900

no. of personnel: 5

8. Personnel by Discipline: (list each person only once, by primary function)

- |  |   |  |
|--|---|--|
| <input checked="" type="checkbox"/> Administrative | <input type="checkbox"/> Oceanographers           | <input type="checkbox"/> Graphic Designers |
| <input type="checkbox"/> Architects                | <input type="checkbox"/> Planners: Urban/Regional | <input type="checkbox"/> Production Artist |
| <input type="checkbox"/> Chemical Engineers        | <input type="checkbox"/> Sanitary Engineers       | <input type="checkbox"/> _____             |
| <input type="checkbox"/> Civil Engineers           | <input type="checkbox"/> Soils Engineers          | <input type="checkbox"/> _____             |
| <input type="checkbox"/> Construction Inspectors   | <input type="checkbox"/> Specification Writers    | <input type="checkbox"/> _____             |
| <input type="checkbox"/> Draftsmen                 | <input type="checkbox"/> Structural Engineers     | <input type="checkbox"/> _____             |
| <input type="checkbox"/> Ecologists                | <input type="checkbox"/> Surveyors                | <input type="checkbox"/> _____             |
| <input type="checkbox"/> Economists                | <input type="checkbox"/> Transportation Engineers | <input type="checkbox"/> _____             |

9. Summary of Professional Services Fees Received. (Insert index number)

Direct Federal contract work, including overseas  
All other domestic work  
All other foreign work\*

3    2    2    1    1    1    1    1

Last 5 Years (most recent year first)

1988    19 87    19 86    19 85    19 84

Ranges of Professional Services Fees

<input type="checkbox"/> less than \$100,000	<input type="checkbox"/> 1 \$100,000 to \$250,000	<input type="checkbox"/> 2 \$250,000 to \$500,000
<input type="checkbox"/> _____	<input type="checkbox"/> 3 \$500,000 to \$1 million	<input type="checkbox"/> 4 \$1 million to \$2 million
<input type="checkbox"/> _____	<input type="checkbox"/> 5 \$2 million to \$5 million	<input type="checkbox"/> 6 \$5 million to \$10 million
<input type="checkbox"/> _____	<input type="checkbox"/> 7 \$10 million or greater	<input type="checkbox"/> 8 _____

\*Firms interested in foreign work, but without such experience, check here:



001	Acoustics; Noise Abatement	043	Heating; Ventilating; Air Conditioning
002	Aerial Photography	044	Health Systems Planning
003	Agricultural Development; Grain Storage;	045	Hightise; Air-flights-Type Buildings
004	Air Pollution Control	046	Highways; Streets; Airfield Pavings; Parking Lots
005	Airports; Navairs; Airport Lighting; Aircraft Fueling	047	Historical Preservation
006	Airports; Terminals & Hangars; Freight Handling	048	Hospital & Medical Facilities
007	Arctic Facilities	049	Hotels; Models
008	Auditoriums & Theatres	050	Housing ( <i>Residential, Multi-Family, Apartments; Condominiums</i> )
009	Automation; Controls; Instrumentation	051	Hydraulics & Pneumatics
010	Barracks; Dormitories	052	Industrial Buildings; Manufacturing Plants
011	Bridges	053	Industrial Processes; Quality Control
012	Cemeteries ( <i>Planning &amp; Relocation</i> )	054	Industrial Waste Treatment
013	Chemical Processing & Storage	055	Interior Design; Space Planning
014	Churches; Chapels	056	Irrigation; Drainage
015	Codes; Standards; Ordinances	057	Judicial and Courtroom Facilities
016	Cold Storage; Refrigeration; Fast Freeze	058	Laboratories; Medical Research Facilities
017	Commercial Buildings ( <i>low rise</i> ); Shopping Centers	059	Landscape Architecture
018	Communications Systems; TV; Microwave	060	Libraries; Museums; Galleries
019	Computer Facilities; Computer Service	061	Lighting ( <i>Interiors; Display; Theatre, Etc.</i> )
020	Conservation and Resource Management	062	Lighting ( <i>Exteriors; Streets; Memorials; Athletic Fields, Etc.</i> )
021	Construction Management	063	Materials Handling Systems; Conveyors; Sorters
022	Corrosion Control; Cathodic Protection; Electrolysis	064	Metallurgy
023	Cost Estimating	065	Microclimatology; Tropical Engineering
024	Dams ( <i>Concrete; Arch</i> )	066	Military Design Standards
025	Dams ( <i>Earth; Rock</i> ); Dikes; Levees	067	Mining & Mineralogy
026	Desalination ( <i>Process &amp; Facilities</i> )	068	Missile Facilities ( <i>Silos; Fuels; Transport</i> )
027	Dining Halls; Clubs; Restaurants	069	Modular Systems Design; Pre-Fabricated Structures or Components
028	Ecological & Archeological Investigations	070	Naval Architecture; Off-Shore Platforms
029	Educational Facilities; Classrooms	071	Nuclear Facilities; Nuclear Shielding
030	Electronics	072	Office Buildings; Industrial Parks
031	Elevators; Escalators; People-Movers	073	Oceanographic Engineering
032	Energy Conservation; New Energy Sources	074	Ordnance; Munitions; Special Weapons
033	Environmental Impact Studies, Assessments or Statements	075	Petroleum Exploration; Refining
034	Fallout Shelters; Blast-Resistant Design	076	Petroleum and Fuel ( <i>Storage and Distribution</i> )
035	Field Houses; Gyms; Stadiums	077	Pipelines ( <i>Cross-Country—Liquid &amp; Gas</i> )
036	Fire Protection	078	Planning ( <i>Community, Regional, Areawide and State</i> )
037	Fisheries; Fish Ladders	079	Planning ( <i>Site, Installation, and Project</i> )
038	Forestry & Forest Products	080	Plumbing & Piping Design
039	Garages; Vehicle Maintenance Facilities; Parking Decks	081	Pneumatic Structures; Air-Support Buildings
040	Gas Systems ( <i>Propane; Natural, Etc.</i> )	082	Postal Facilities
041	Graphic Design	083	Power Generation, Transmission, Distribution
084	Prisons & Correctional Facilities	085	Product, Machine & Equipment Design



1) 041	600	\$1.700	11) 12)	Code	Projects (in thousands)	Code
2)			13)			21) 22)
3)			14)			23)
4)			15)			24)
5)			16)			25)
6)			17)			26)
7)			18)			27)
8)			19)			28)
9)			20)			29)
10)						30)

## 11. Project Examples, Last 5 Years

Profile Code	"P", "C", "JV", or "IE" Code	Project Name and Location	Owner Name and Address	Cost of Work (in thousands)	Completion Date (Actual or Estimated)
041 P	1	SPNEA, Boston House Museum Signage	Society for the Preservation of New England Antiquities 141 Cambridge St. Boston 02114	\$13.	1988
041 JV	2	The Boston Globe Tour The Boston Globe	The Boston Globe Morrisey Blvd. Dorchester MA	\$15.	1988
041 P	3	Surviving Visions Mass. College of Art	Mass. College of Art 621 Huntington Ave. Boston MA	\$35.	1988
041 JV	4	DECworld '87 World Trade Center, Boston	Digital Equipment Corp. Maynard MA	\$60.	1987
041 P	5	American Photographer Series (two trade books)	Little Brown & Co. 41 Mt. Vernon St. Boston	\$15.	1987
041 JV	6	What it Takes to Fly Digital , Stow MA (Aerospace division)	Digital Equipment Corp. Maynard MA	\$75.	1989
041 P	7	SPNEA ANNUAL Report 1987	Society for the Pres. of N.E. Ant. 141 Camb. St. Boston MA 02114	\$40.	1988



041	P	VeloNews redesign Boulder Colorado	Inside Communications 5595 Araphoe Ave. Boulder CO 80303	\$15.	1989
041	P	9 Wetzel Brochures (three) Jos. A. Wetzel Assoc. Boston	Joseph A. Wetzel Assoc. 77 N. Washington St. Boston MA	\$ 35.	1988
041	P	10 Walter Gropius book Little Brown & Co.	Little Brown & Co. 41 Mt. Vernon St. Boston	\$9.	1989
041	P	11 Forum Sales Productivity Report	The Forum Corporation One Exchange Place Boston, MA 02109	\$31.	1988
041	P	12 Forum August Meeting	The Forum Corporation One Exchange Place Boston, MA 02109	\$8.	1988
041	P	13 Polaroid Photomagic Promotion	The Polaroid Corporation 549 Technology Square Cambridge MA 02139	\$7.	1988
041	P	14 Polaroid Instant Gifts Promotion	The Polaroid Corporation 549 Technology Square Cambridge, MA 02139	\$11.	1988
041	P	15 SPNEA Brownstone Brochure	Society for the Preservation of NE Antiquities 141 Cambridge St., Boston MA 02114	\$11.	1988
041	P	16 Advanced American Electronics Product Brochures	Advanced American Electronics One Cambridge Center Cambridge, MA 02142	\$14.	1988
041	P	17 Property Signage	Greater Boston Community Development Inc. 79 Milk St. Boston, MA 02109	\$5.	1989
041	P	18 Nissan Classic Magazine	Inside Communications 5595 Araphoe Ave. Boulder, CO 80303	\$11.	1988
041	P	19 Eyes of the Prize Viewers Guide	Blackside Inc. 486 Shawmut Aven Boston, MA 02118	\$35.	1987



041	P	Sunkyong Calendar	5595 Araphoe Ave. Boulder, CO 80303	\$0.	1987
041	P	Fidelity Investments Telesearch Brochure	Fidelity Investments 111 Devonshire St. Boston, MA 02109	\$11.	1987
041	P	NFL Datebook	The Scoreboard 100 Dobbs Hill La. Cherry Hill, NJ 08034	\$9.	1988
041	P	Atlas Venture Stationery & Signage	Atlas Venture One Cambridge Center Cambridge, MA 02142	\$5.	1988
041	P	Children's Museum Logo & Stationery	The Children's Museum 300 Congress Street Boston, MA 02210	\$4.	1988
041	P	Urban Arts Poster	Urban Arts PO Box 1658 Boston, MA 02205	\$5.	1987
041	P	SPNEA Annual Report (86)	Society for the Preservation of NE Antiquities 141 Cambridge St. Boston, MA 02114	\$4.	1987
041	P	Forum Customer Focus Logo	The Forum Corporation One Exchange Place Boston, MA 02109	\$5.	1988
041	P	Forum August Meeting (87) Materials & Literature	The Forum Corporation One Exchange Place Boston, MA 02109	\$14.	1988
041	P	Forum Conference Materials	The Forum Corporation One Exchange Place Boston, MA 02109	\$10.	1988
041	P	Massachusetts College of Art Tree Catalog	Massachusetts College of Art 621 Huntington Street Boston, MA	\$8.	1987
12. The foregoing is a statement of facts Signature: <i>Lisa DeFrancis</i>					Date.
Typed Name and Title: Lisa DeFrancis, President					28 December 1988
STANDARD FORM 254 (REV 10-81) "U.S. GOVERNMENT PRINTING OFFICE: 1981 7-144-1001"					



FORM (SF)  
**254**  
Architect-Engineer  
and Related Services  
QuestionnaireJoseph A. Wetzel Associates, Inc.  
77 North Washington Street  
Boston, MA 02114

	Established: 1973	3. Date Responded: 12/30/87
4. Type of Ownership: Subchapter S Corp.		
4a. Minority Owned	<input type="checkbox"/> yes <input type="checkbox"/> no	

5. Name of Parent Company, if any:

5a. Former Firm Name(s), if any, and Year(s) Established:

## 6. Names of not more than Two Principals to Contact: Title / Telephone

- 1) Joseph A. Wetzel, President (617) 367-6300  
2)

## 7. Present Offices: City / State / Telephone / No. Personnel Each Office

77 North Washington Street  
Boston, MA 02114

## 8. Personnel by Discipline:

- Administrative
- Electrical Engineers
- Architects
- Estimators
- Chemical Engineers
- Geologists
- Civil Engineers
- Hydrologists
- Construction Inspectors
- Interior Designers
- Landscape Architects
- Draftsmen
- Mechanical Engineers
- Ecologists
- Mining Engineers
- Economists
- Transportation Engineers

6. Exhibit/Graphic Designers  
 Researchers  
 Program Developers  
 Project Directors

Ranges of Professional Services Fees  
INDEX

1. Less than \$100,000  
 2. \$100,000 to \$250,000  
 3. \$250,000 to \$500,000  
 4. \$500,000 to \$1 million  
 5. \$1 million to \$2 million  
 6. \$2 million to \$5 million  
 7. \$5 million to \$10 million  
 8. \$10 million or greater

## Last 5 Years (most recent year first)

Received: (insert index number)

Direct Federal contract work, including overseas  
All other domestic work  
All other foreign work\*\*Firms interested in foreign work, but without such experience, check here:



Profile Code	Number of Projects	Total Gross Fees (in thousands)	Profile Code	Number of Projects	Total Gross Fees (in thousands)	Profile Code	Number of Projects	Total Gross Fees (in thousands)
1) 201	28	33,622	11)			21)		
2) 079	2	18	12)			22)		
3)			13)			23)		
4)			14)			24)		
5)			15)			25)		
6)			16)			26)		
7)			17)			27)		
8)			18)			28)		
9)			19)			29)		
10)			20)			30)		
<b>11. Project Examples, Last 5 Years</b>								
Profile Code	"P", "C", "JV", or "IE"	Project Name and Location	Owner Name and Address			Cost of Work (in thousands)	Completion Date (Actual or Estimated)	
201	P	1 North Carolina Zoo Asheboro, NC	North Carolina Zoological Society Asheboro, NC			2,200	1992 ..	
201	P	2 Arizona Museum of Science & Technology Phoenix, AZ	Arizona Museum of Science & Technology Phoenix, AZ			7,500	1990	
201	P	3 WorldPort Los Angeles, CA	ICT Inc. Los Angeles, CA			1,000	1989 ..	
201	P	4 Maritime Center at Norwalk S. Norwalk, CT	Norwalk Redevelopment Authority City of Norwalk, CT			5,000	1988	
201	C	5 South Dakota Cultural Heritage Center Pierre, SD	South Dakota Cultural Heritage Center Pierre, SD			40	1988	
201	P	6 Maryland Science Center Baltimore, MD	Maryland Science Center Baltimore, MD			3,000	1987	
201	C	7 Scripps Aquarium-Museum La Jolla, CA	Scripps Institute of Oceanography La Jolla, CA			12	1987 (phase I)	



			NY, NY	NY, NY	200	1987
201	P	9	UNISYS Corporation Detroit, MI	UNISYS Corporation Detroit, MI	2,000	1987
201	P	10	Kohler Company Kohler, WI	Kohler Company Kohler, WI	25	1987 (phase I)
201	P	11	Cincinnati Children's Zoo Cincinnati, OH	Zoological Society of Cincinnati Cincinnati, OH	75	1987 (phase I)
201	C	12	Tupperware Orlando, FL	Tupperware Orlando, FL	5	1987
201	C	13	Morris Arboretum Philadelphia, PA	University of Pennsylvania Philadelphia, PA	5	1987
201	P	14	Florida State Aquarium Clearwater, FL	Clearwater Marine Science Center & Sea Aquarium Clearwater, FL	50	1986 (phase I)
079	C	15	City of Birmingham Birmingham, AL	City of Birmingham Birmingham, AL	3	1986
201	P	16	Texas State Aquarium Corpus Christi, TX	Corpus Christi Aquarium Association Corpus Christi, TX	20	1986 (phase I)
201	P	17	Delbridge Museum of Natural History Sioux Falls, SD	City of Sioux Falls Sioux Falls, SD	2,000	1986
079	C	18	Baltimore Inner Harbor: Harbor Keys Baltimore, MD	Key Highway Corporation Baltimore, MD	15	1985
201	P	19	HealthWorks Chicago, IL	Chicago Museum of Science & Industry Chicago, IL	500	1985



201	C	Cambridge, MA	Cambridge, MA	1985
201	P	New Canaan Nature Center New Canaan, CT	New Canaan Nature Center New Canaan, CT	15
201	P	Holyoke Heritage State Park & Visitor Center Holyoke, MA	Dept. of Environmental Management State of Massachusetts	350
201	P	Fall River Heritage State Park Fall River, MA	Dept. of Environmental Management State of Massachusetts	100
201	P	Aerospace Museum Los Angeles, CA	California Museum of Science & Industry Los Angeles, CA	2,800
201	P	Kinsey Hall of Health Los Angeles, CA	California Museum of Science & Industry Los Angeles, CA	1,000
201	P	Bradbury Science Museum Los Alamos, NM	Los Alamos National Laboratory Los Alamos, NM	750
201	P	Iron World USA Christholm, HI	Iron World USA Christholm, HI	3,000
201	P	American Humane Society NY, NY	American Humane Society NY, NY	150
201	P	Science Museum of Virginia Richmond, VA	Science Museum of Virginia Richmond, VA	600
201	P	Little League Baseball Museum Williamsport, PA	Little League Baseball, Inc. Williamsport, PA	1,200
			Date:	12/30/87

12. The foregoing is a statement of facts

Signature

Typed Name and Title: Joseph A. Wetzel, President



4. Type of Ownership: Corporation  
4a. Minority Owned  yes  no

Gillen & Gray, Inc. Architects  
186 South Street  
Boston, MA 02111

1a. Submittal is for  Parent Company  Branch Office

5. Name of Parent Company, if any:

John M. Gray, Co. Established 1913  
Gillen Partnership Established 1977  
Gillen, Kuhn, Riddle & Gray, Inc. EST. 1985-name-changed 1988

6. Names of not more than Two Principals to Contact: Title / Telephone

- 1) William V. Gillen, President 413/253-3538
- 2) Dennis J. Gray, Vice-President 617/426-4993

7. Present Offices: City / State / Telephone / No. Personnel Each Office

186 South Street - Personnel - 4  
Boston, MA 02111  
617/426-4993  
26 South Prospect Street - Personnel - 7  
Amherst, MA 01002  
413/253-2528

8. Personnel by Discipline:

- Administrative
- Electrical Engineers
- Architects
- Estimators
- Chemical Engineers
- Geologists
- Civil Engineers
- Hydrologists
- Construction Inspectors
- Interior Designers
- Landscape Architects
- Draftsmen
- Mechanical Engineers
- Ecologists
- Mining Engineers
- Economists
- Transportation Engineers

\*Principal Dennis Gray  
is registered in  
Massachusetts as an  
Architect and Landscape  
Architect

9. Summary of Professional Services Fees  
Received: (Insert index number)

Last 5 Years (most recent year first)  
Range of Professional Services Fees

- |                                |
|--------------------------------|
| 1. Less than \$100,000         |
| 2. \$100,000 to \$250,000      |
| 3. \$250,000 to \$500,000      |
| 4. \$500,000 to \$1 million    |
| 5. \$1 million to \$2 million  |
| 6. \$2 million to \$5 million  |
| 7. \$5 million to \$10 million |
| 8. \$10 million or greater     |

Range of Professional Services Fees

19 88	19 87	19 86	19 85	19 84
1	1	1	1	1
5	5	4	4	4

Range of Professional Services Fees

Range of Professional Services Fees

Direct Federal contract work, including overseas

All other domestic work

All other foreign work\*

\*Firms interested in foreign work, but without such experience, check here:



Profile Code	Number of Projects	Total Gross Fees (In thousands)	Profile Code	Number of Projects	Total Gross Fees (In thousands)	Profile Code	Number of Projects	Total Gross Fees (In thousands)
1) 008	8	44	11) 039	17	212	21) 059	18	722
2) 010	12	100	12) 043	7	309	22) 060	50	949
3) 014	40	1,074	13) 046	10	489	23) 078	5	153
4) 015	10	24	14) 047	20	654	24) 079	25	545
5) 017	41	781	15) 048	7	133	25) 082	1	75
6) 019	9	401	16) 049	4	118	26) 088	6	282
7) 027	25	275	17) 050	50	1,115	27) 089	144	2,040
8) 029	86	1,455	18) 052	7	37	28) 098	6	329
9) 032	7	349	19) 055	14	500	29) 201	48	988
10) 035	7	23	20) 057	6	396	30)		

#### 11. Project Examples, Last 5 Years

Profile Code	"P", "C", "JV", or "IE"	Project Name and Location	Owner Name and Address	Cost of Work (In thousands)	Completion Date (Actual or Estimated)
008 P	1	Amherst College - Morgan Hall Feasibility Study	Amherst College Amherst, MA 01002	500	1984
010 P	2	Amherst College - Dormitory Renovations	Amherst College Amherst, MA 01002	3,100	1985
014 P	3	St. Mary of the Annunciation Convent Conversion, Melrose, MA	St. Mary of the Annunciation 46 Myrtle Street Melrose, MA	434	1986
015 P	4	Mt. Holyoke College, Equestrian Center - Code Compliance South Hadley, MA	Mount Holyoke College South Hadley, MA 01075	5	1986
017 P	5	Colonial Block Rehabilitation Springfield, MA	The Strehlke Corporation 40 Speen Street Framingham, MA 01701	2,053	1985
019 P	6	New England Telephone Pittsfield, MA	New England Telephone Real Estate Operations 245 State Street, Boston, MA 02109	165	1987
027 P	7	Coca-Cola, Tanglewood Dining Area	Coca-Cola Bottling Co. 336 King Street Northampton, MA 01060	15	1987



032	P	9 Quality Inn 8 Motel Brattleboro, VT	E. James Hickey Quality Inn, Rte. 5 Putney, Vt. 05301	84	1983
035	P	10 Smith College, Equestrian Arena, Northampton, MA	William R. Johanson, Dir. Phys. Plant, Smith College Northampton, MA 01060	445	1985
039	P	11 American Telephone & Telegraph Rearrangement to Garage Facility, Malden, MA	Mack Fuller, Proj. Mgr. R.E. Operations, AT&T Basking Ridge, N.J., 07920	100	1985
043	P	12 New England Telephone, South Londonderry, VT	New England Telephone R.E. Operations 245 State Street, Boston, MA 02109	19	1986
046	P	13 Roundhouse Parking Lot Northampton, MA	Gene Bunnell, Dir. of Planning & Development, Northampton City Hall, 01060	27	1983
047	P	14 McIntosh Building Springfield, MA	Art Pichette, Dir. McIntosh Associates 8 Bridge St., Northampton, MA	2,600	1987
048	P	15 Cutlery Building, Cardiac Fitness Center Northampton, MA	Northampton Cutlery Assoc. 8 Bridge Street Northampton, MA 01060	160	1986
049	P	16 Black Swan Inn Lee, MA	George Kish, Owner The Black Swan Inn Lee, MA 01238	25	1984
050	P	17 Summer Condominiums Lynn, MA	Mr. Allan Ball, Owner Sluice Property Interests, Inc. P.O. Box 4024, Peabody, MA 01961	913	1988
052	P	18 Coca-Cola Main Offices Northampton, MA	Mr. Alfred Griggs, Coca-Cola Bottling Co., 336 King St., Northampton, MA 01060	400	1986
055	P	19 Holy Trinity Parish Lawrence, MA	Rev. Edward M. Kurdziel, O.F.M. Convent, Holy Trinity 30 Trinity St., Lawrence 01841	200	1986



**Typed Name and Title:** Dennis J. Gray, Vice-President

1 / 2 / 89

Signature: *Lorraine*



## I. Project Name / Location, no. which it is filing

Daily Announcement  
Date, if any:

Number, if any:

**STANDARD FORM (SF)**  
**255**  
Architect Engineer  
Related Services  
for Specific  
Project

Harborwalk / Phase I  
Signage System  
Boston, Massachusetts

<b>25</b>	Boston Globe
-----------	--------------

## 3. Firm (or Joint-Venture) Name &amp; Address

DeFrancis Studio, Inc.  
529 Main Street  
Charlestown, MA 02129

## 3a. Name, Title &amp; Telephone Number of Principal to Contact

Lisa DeFrancis  
President  
617 242 9900

## 3b. Address of office to perform work, if different from item 3

## 4. Personnel by Discipline: (List each person only once, by primary function.)

- |   |   |   |   |
|---|---|---|---|
| <input checked="" type="checkbox"/> <b>Administrative</b> | <input type="checkbox"/> Electrical Engineers | <input type="checkbox"/> <b>Oceanographers</b>    | <input type="checkbox"/> <b>Graphic Designers</b> |
| <input type="checkbox"/> Architects                       | <input type="checkbox"/> Estimators           | <input type="checkbox"/> Planners: Urban/Regional | <input type="checkbox"/> Production Artist        |
| <input type="checkbox"/> Chemical Engineers               | <input type="checkbox"/> Geologists           | <input type="checkbox"/> Sanitary Engineers       | <input type="checkbox"/>                          |
| <input type="checkbox"/> Civil Engineers                  | <input type="checkbox"/> Hydrologists         | <input type="checkbox"/> Soils Engineers          | <input type="checkbox"/>                          |
| <input type="checkbox"/> Construction Inspectors          | <input type="checkbox"/> Interior Designers   | <input type="checkbox"/> Specification Writers    | <input type="checkbox"/>                          |
| <input type="checkbox"/> Draftsmen                        | <input type="checkbox"/> Landscape Architects | <input type="checkbox"/> Structural Engineers     | <input type="checkbox"/>                          |
| <input type="checkbox"/> Ecologists                       | <input type="checkbox"/> Mechanical Engineers | <input type="checkbox"/> Surveyors                | <input type="checkbox"/>                          |
| <input type="checkbox"/> Economists                       | <input type="checkbox"/> Mining Engineers     | <input type="checkbox"/> Transportation Engineers | <input type="checkbox"/> Total Personnel          |

5. If submittal is by JOINT-VENTURE list participating firms and outline specific areas of responsibility (including administrative, technical and financial) for each firm: (Attach SF 254 for each if not on file with Procuring Office.)

DeFrancis Studio, Inc., graphic design

Joseph A. Wetzel Associates, concept development, research

Gill & Gray Architects, Inc., site information, construction documents

5a. Has this Joint-Venture previously worked together?  yes  no



**7. Brief resume of key persons, specialists, and individual consultants anticipated for this project.**

<b>a. Name &amp; Title:</b> Lisa DeFrancis , President	<b>a. Name &amp; Title:</b> Greg Galvan, designer
<b>b. Project Assignment:</b> Project Director	<b>b. Project Assignment:</b> Project Designer
<b>c. Name of Firm with which associated:</b> DeFrancis Studio	<b>c. Name of Firm with which associated:</b> DeFrancis Studio
<b>d. Years experience: With This Firm</b> <u>5</u>	<b>d. Years experience: With Other Firms</b> <u>10</u>
<b>e. Education:</b> <b>Degree(s) / Year / Specialization</b> BFA 1974 Graphic Design Rhode Island School of Design	<b>d. Years experience: With This Firm</b> <u>2</u> <b>e. Education:</b> <b>Degree(s) / Years / Specialization</b> AB 1982 Architecture University of California, Berkeley
<b>f. Active Registration: Year First Registered/Discipline</b>	<b>f. Active Registration: Year First Registered/Discipline</b>
<b>g. Other Experience and Qualifications relevant to the proposed project:</b>	<b>g. Other Experience and Qualifications relevant to the proposed project:</b>



**7. Brief resume of key persons, specialists, and individual consultants anticipated for this project.**

<b>a. Name &amp; Title:</b> Joseph A. Wetzel, President Joseph A. Wetzel Associates	<b>a. Name &amp; Title:</b> Ellen Starr, researcher Joseph A. Wetzel Associates
<b>b. Project Assignment:</b> Principal on charge	<b>b. Project Assignment:</b> Project researcher
<b>c. Name of Firm with which associated:</b> Joseph A. Wetzel Associates	<b>c. Name of Firm with which associated:</b> Joseph A. Wetzel Associates
<b>d. Years experience: With This Firm</b> <u>18</u>	<b>d. Years experience: With Other Firms</b> <u>With Other Firms</u>
<b>e. Education:</b> Degree(s) / Year / Specialization	<b>e. Education:</b> Degree(s) / Years / Specialization
<b>f. Active Registration:</b> <u>Year First Registered/Discipline</u>	<b>f. Active Registration:</b> <u>Year First Registered/Discipline</u>
<b>g. Other Experience and Qualifications relevant to the proposed project:</b>	<b>g. Other Experience and Qualifications relevant to the proposed project:</b>



**7. Brief resume of key persons, specialists, and individual consultants anticipated for this project.**

<b>a. Name &amp; Title:</b> George Bird, designer	<b>a. Name &amp; Title:</b> Dennis J. Gray, President Project architect
<b>b. Project Assignment:</b> designer	<b>b. Project Assignment:</b> project architect
<b>c. Name of Firm with which associated:</b> Joseph A. Wetzel Associates	<b>c. Name of Firm with which associated:</b> Gillen & Gray Architects, Inc.
<b>d. Years experience: With This Firm</b> <u>2</u> <b>With Other Firms</b> _____	<b>d. Years experience: With This Firm</b> <u>20</u> <b>With Other Firms</b> _____
<b>e. Education:</b> B.S. Industrial Design Philadelphia College of Art	<b>e. Education:</b> Degree(s) / Year / Specialization Landscape Master of Arch. University of Mass. Bachelor Environmental Design, Univ. of Mass.
<b>f. Active Registration: Year First Registered/Discipline</b> Landscape Architecture, Massachusetts: #646 Architecture: Massachusetts #5185 Architecture: New Hampshire #1429	<b>f. Active Registration: Year First Registered/Discipline</b> Landscape Architecture, Massachusetts: #646 Architecture: Massachusetts #5185 Architecture: New Hampshire #1429
<b>g. Other Experience and Qualifications relevant to the proposed project:</b>	<b>g. Other Experience and Qualifications relevant to the proposed project:</b>







10. Use this space to provide any additional information or description of resources (including any computer design capabilities) supporting your firm's qualifications for the proposed project.

Tina Donnino innocent  
11. The foregoing is a statement of facts.  


Date: 28 December 1988



DeFrancis Studio

1 DOG  
A  
6  
+4

# HARBORWALK SIGNAGE

## PHASE I



**DeFrancis Studio**

February 22, 1989

Emel Hadzipasic  
Boston Redevelopment Authority  
Harbor Planning and Development  
One City Hall  
Boston MA 02201

Dear Ms. Hadzipasic

Enclosed please find the requested additional information for the Harborwalk Signage project. I have included the detailed budget and detailed timeframe. We have previously submitted samples, references, personnel, and our affirmative action statement.

If you have questions regarding the enclosed information, please do not hesitate to call. I look forward to meeting with you on Tuesday, February 28.

Sincerely,



Lisa DeFrancis

9 Main Street  
Boston  
Massachusetts  
02129  
617 242 9900  
617 242 9912



**Harborwalk Phase I Signage System, Budget**

Phase I - Research and Information Analysis	4 weeks	\$ 6000
Phase II - Draft Master Plan	4 weeks	9,450
Phase III - Schematic Design	4 weeks	9,450
Phase IV - Design Development	4 weeks	12,050
Phase V - Working Drawings	8 weeks	18,050
	Total Budget	\$55,000



## Harborwalk, Phase I Signage System, Schedule

PHASE	March 15	April 15	May 15	June 15	July 15	August 15	September 15	PRODUCTS
Phase I - Research and Information Analysis								Compiled Research Findings
Phase II - Draft Master Plan								Meetings with BRA (2)
Phase III - Schematic Design								Three Concepts for Overall System
Phase IV - Design Development								Draft Master Plan - Map(s) and Report
								Meeting with BRA (1)
								Three Preliminary Designs for Harborwalk Logo
								Three Schematic Designs for Each Component of Signage System
								Meeting with BRA (1)
								Final Logo Design
								Final Master Plan
								Final Design for Each Component of Signage System
								Handbook of Sign Design Specifications
								Presentation Boards for the Logo, Master Plan, and Sign Designs
								Addendum to Boston Sign Cod Outlining Harborwalk Signage System Requirements



## Harborwalk, Phase I Signage System, Schedule

PHASE	March 15	April 15	May 15	June 15	July 15	August 15	September 15	PRODUCTS
Phase IV - Cont.								Meetings with BRA (2)
Phase V - Construction Documents								Public Presentations (4)
								Construction Documents for All Signage Components
								Mechanicals for Selected (five) Initial Signs
								Fabrication/Installation Cost Estimates for Selected Initial Signs
								List of Five Recommended Manufacturers and Cost Estimate
								Fabrication Schedule for Selected Initial Signs
								Bid Package for Selected Initial Signs
								Initial Signs Fabricated
								Meetings with BRA (2)
								Initial Signs Installed
								Punch List of Deficiencies
								Meetings with BRA (1 on site)

○ Product Due Date

■ Meeting Date



DeFrancis Studio

OV DOG  
BRA  
TOC  
3 of 4

## HARBORWALK BROCHURE



**DeFrancis Studio**

February 22, 1989

Emel Hadzipasic  
Boston Redevelopment Authority  
Harbor Planning and Development  
One City Hall  
Boston MA 02201

Dear Ms. Hadzipasic

Main Street  
Boston  
Massachusetts  
02129  
7242 9900  
7242 9912

Enclosed please find the requested additional information for the Harborwalk Brochure project. I have included the detailed budget and detailed timeframe. We have previously submitted samples, references, personnel, and our affirmative action statement.

If you have questions regarding the enclosed information, please do not hesitate to call. I look forward to meeting with you on Tuesday, February 28.

Sincerely,



Lisa DeFrancis



**DeFrancis Studio**

**Harborwalk Brochure, Budget**

Phase I - Background Research	2 weeks	\$ 1,200
Phase II - Preliminary Design	2 weeks	2,400
Phase III - Design Development	4 weeks	3,200
Phase IV - Printing	4 weeks	11,200
Total Budget		\$18,000



IV DOC  
BRA  
06  
of 4

**HARBORWALK BROCHURE**

**SCOPE OF WORK**

**BOSTON REDEVELOPMENT AUTHORITY**

**February, 1989**



This Scope of Work relates to the design and production of a non-technical, informative brochure which provides the general public with information on the Harborwalk project.

The Consultant will, in accordance with the specifications contained herein, perform all necessary services providing labor, materials, and equipment for undertaking all tasks outlined, except those in Phase IV (Printing), within an approximate total budget of eighteen thousand dollars (\$18,000) including reimbursables. One set of reproducible originals will be required for each product submitted. Additional payment for Phase IV will be provided in an amendment to this contract.

The consultant will complete all tasks including those related to Phase IV within approximately three (3) months from the date of written notice to proceed.

The Boston Redevelopment Authority (BRA) reserves the right to amend this Scope of Work at any time.



## SPECIFICATIONS

- o 12 pages + cover
- o 4 color process and 1 PMS
- o minimum of 25,000 copies

## PHASE I - BACKGROUND RESEARCH

### Tasks:

- 1) Review all existing information on and related to the Harborwalk project including: existing conditions, proposed Harborwalk plans and guidelines, history of Boston's waterfront and harbor, proposed public/private projects impacting Harborwalk, and other resource materials provided/recommended by the BRA.
- 2) Carry out site visits in the Harborwalk area.
- 3) Meet with BRA for:
  - o background briefing on project history and scope
  - o discussion of (consultant) proposed ideas related to the brochure including: goals and objectives, contents of text and key points to be highlighted, design concepts, format, types of photography, graphics, illustrations, artwork, and any other aspects.
- 4) Complete all additional research for text and visuals.

### Products:

- 1) copy of all compiled research
- > Meetings with BRA (1)

## PHASE II - PRELIMINARY DESIGN

### Tasks:

- 1) Explore three (3) preliminary design approaches and conceptual directions (visual and thematic including text content, graphics, photos, illustrations, artwork, layout, styling, color, paper stock and typographic style).



- 2) Meet with the BRA to present the three (3) preliminary design approaches and conceptual directions.
- 3) Develop the BRA-selected design and conceptual approach into a first draft brochure. (Included should be draft text, suggested photos in black and white xerox, draft graphics, illustrations and artwork presented in the selected layout and format.)
- 4) Submit first draft brochure to the BRA.

**Products:**

- 1) three (3) preliminary design approaches and conceptual directions
  - 2) first draft brochure
- > Meetings with BRA (1)

**PHASE III - DESIGN DEVELOPMENT**

**Tasks:**

- 1) Meet with the BRA to discuss comments on the first draft and obtain approval to proceed.
- 2) Revise first draft brochure incorporating all BRA comments.
- 3) Complete comprehensive layout.
- 4) Finalize choice of styling, paper stock, colors and type face(s).
- 5) Submit second draft brochure (with final photography) to BRA.
- 6) Meet with the BRA to discuss comments on the second draft and choice of styling, paper stock, colors and type faces and obtain approval to proceed.
- 7) Revise second draft, incorporating all BRA comments.
- 8) Submit third draft brochure to BRA.
- 9) Present third draft brochure to the Harborpark Advisory Committee.
- 10) Present third draft brochure to the BRA Board.
- 11) Meet with the BRA to discuss comments on the third draft and obtain approval to proceed.
- 12) Make all BRA staff and Board requested revisions.



- 13) Edit.
- 14) Submit fourth and final draft brochure to BRA staff and obtain approval to proceed.
- 15) Typeset text.
- 16) Finalize all graphics, photos, illustrations, and artwork.
- 17) Do final layout.
- 18) Submit camera-ready document to BRA.

**Products:**

- 1) second draft brochure
  - 2) third draft brochure
  - 3) fourth draft brochure
  - 4) all finalized original photography, graphics, illustrations and artwork
  - 5) camera-ready document
- > Meetings with BRA (3)
- > Public presentations (2)

**PHASE IV - PRINTING (\*)**

**Tasks:**

- 1) Prepare list of five (5) recommended printers and obtain cost estimates.
- 2) Obtain approval from the BRA for the printer.
- 3) Meet with the printer to provide direction.
- 4) Proofread initial bluelines.
- 5) Submit bluelines to BRA for approval.
- 6) Meet with the BRA to obtain comments on the bluelines and obtain approval to proceed.
- 7) Supervise printing.
- 8) Deliver final product to BRA.



**Products:**

- 1) list of five (5) recommended printers and cost estimates
  - 2) bluelines
  - 3) required number of copies of the final product
- > Meetings with BRA (1)

(\*) Additional services to be paid for separately through an amendment to the contract.

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WATERFRONT  
D316  
1988

AUTHOR  
**HARBORWALK SIGNAGE SYSTEM**

TITLE  
**DeFRANCIS STUDIO**

DATE  
LOANED

BORROWER'S NAME





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